HEATHER MYERS
PRODUCT DESIGN LEAD

🌐 heathermyers.me
📱 734.778.2311
✉ myersh93@gmail.com

💼 Experience

Feb '20–Now

U.S. Digital Service
Design Lead

Currently leading a cross-disciplinary team and establishing a human-centered design practice on the modernization of a key system used for public health data collection and analysis.

Previously led design and user research on a product developed to support testing sites as part of the federal COVID-19 response. Researched, designed, and iterated as part of an agile development process from concept, to MVP, to a fully functioning (and continually evolving) application live in over 14,000 locations. Responsible for managing design team priorities, reviewing & approving work.

Apr '16–Feb '20

Sapient
Senior Designer

Responsible for the visual and UX design execution for cutting-edge public facing websites and enterprise software solutions. Developed and maintained a design system to ensure a cohesive experience across a large-scale application. Conducted user research and usability testing as part of the creative process. Collaborated with fellow designers, business analysts, and developers to achieve a final product. Clients include: USCIS, FirstNet, NCI, HRSA.

May '15–Apr '16

Wunderman
Interactive Designer

Worked with project leads and copywriters to develop core design concepts for a fortune 100 client and then translate the ideas into a finished design across a variety of mediums such as websites, banner ads, and print media.

May '14–May '15

Blue Wheel Media
Director of Web

Managed all web projects from wireframe & design phase all the way through to development and pushing the site live. Designed and develop all email campaigns for our clients. This included doing market research and A/B testing to optimize open, click-through, and conversion rates.

Oct '12–May '14

SaveOn.com
Digital Marketing Specialist

Responsible for designing, creating, and delivering marketing programs such as one-sheets, eBrochures, newsletters, UI/UX assessment & changes, and more.

🎓 Education

2014

Macomb Community College
Media & Communications Arts

Specialty in Web & Interactive Media

➕ Professional Skills

Figma	*UX design*	*Visual design*
Sketch	*UX research*	*Communication*
Adobe CC	*Product design*	*Leadership*